

Please standby for realtime transcript.

Good afternoon. I am a training manager for DigitalGov University. Welcome to our webinar today. It's a mobile webinar series mobile first. I wanted to started off with a couple of tech announcements. First of all, if you have any type of technical difficulties of logging in, please feel free to send us an e-mail at

digitalgovu@gsa.gov. That is digitalgovu@gsa.gov. Secondly, we want this to be an engaging webinar. We have some exciting panel set up today and an exciting webinar. Many ways between our webinar, we would like for you to submit your questions, and we will answer the questions toward the end of the webinar. You can put your questions in the chat box there on your screen and we'll do our best to address as many questions as possible. If you have any questions or, again, you can't get connected, please feel free to send me an e mail. That is at digitalgovu@gsa.gov. We will start at the top of the hour. hello, everyone. My name is sand where, I am a training manager for DigitalGov University. Welcome to our webinar today. It's our mobile webinar series, mobile first. To get us started, I would like to turn our attention over to Gwynne Kostin. While I do, that I will give the controls over to Ken, so we're ready to go of. -- to Kim. So we're ready to G.

Thank you, sand remarks thank you, everybody, for joining us on today's webinar, part of our mobile webinar series, Mobile First. I want -- join today, and I will give you a quick intro how we're going to do the day. We're joined by Ken Fang from Mobomo who is going to talk to us about ideas around Mobile First and what that means and to give you some takeaways about how to think about Mobile First and delivery digital service any time, anywhere on any device. After Ken gives us a good chunk of time and brings us to speed, we're going to turn to do a panel discussion with people from within government and talk about what are the Mobile First approaches, what they're doing in mobile and we'll be joined by Janice Clark, who works as a Department of State, Kim Taylor with the USDA Food Safety services and -- with that brief introduction, I will turn it over to Ken. He has interesting stuff to talk to us about. Great. Ken.

Thanks, Gwynne, thanks, Sandra. This is a very exciting time with mobile revolution upon us. Definitely have some lessons learned and strategies over the past few years they wanted to share. Please feel free to jump in about with any questions. All right. I saw the transcript thing come through. We'll talk a little bit about Mobile First and some of the things that we have noticed in the industry. So, I wanted to take a backdrop, you know, kind of where did this all start. And so we'll talk a little about market trends. So in 1983, the first .

Some of us had a hard time remembering that our iphone is there to place calls as well why is it important? Mobile web growth outpaced the web growth eight times, so it's a big market. Look at, you know, kind of 10 billion mobile consumers over the next decade. If you take a look at the change in the industry as we all know, you know, iOS and Android are taking a major storm, even over the past six years, which is a short duration for a market return. And, you know, Android is, obviously, the fact that it's a growing platform out there, you know, and it was not there four or five years ago. If you take a look at the ipad, you know, once again, Steve Jobs has created a brand new industry that we didn't know we needed. It's the fastest-growing

device ever. And Usage is shifting mobile. Okay, home owners of PCs are down 20%. Why? Because, obviously, smartphones and tablet usage is going up. Most people are just grabbing their phone or.

I joy pad at home rather than trying to get to a desktop or waiting for their laptops to start up. And the way that we interact and the way that we communicate is changing as well where, you know, now actually the majority of twitter and Pandora and very quickly Facebook traffic is coming through mobile opposed to desktop usage. The interesting thing is, you know, we're still very early in the stages of Smartphone subscribers. There is a big shift as people are getting new devices and either, you know, obviously upgrading their feature phones to Smartphones or there is a whole set of users that are jumping straight into the Smartphone-Tablet market without get's computer. So the reality is in two years, might be sill going to be the most common way of accessing the internet, and that is why, you know, it's obviously something that we have to take into account today in order to prepare for that. So let's talk a little bit about what the industry is doing, some of the best practices. We're obviously, you know, just regurgitating what a lot of the industry leaders have leader said. So, web products should start being designed using a moreile first approach. What that means is because of the fact that by 2014 most of my customer base is actually going to be accessing my content via mobile devices, we should actually start designing all of our offerings for mobile first. And, like I said, you know, most of the industry leaders are leading in that direction. So, you know, design is key, making sure that we only have a small real estate on those mobile devices. We're forced to strip our content down Mobile First is also a philosophy in an age where we were used to getting more and more screen safe. The screens got large smear we had more and more things we wanted to place in there to fill up the white space and now it's the opposite. We have them thinks what is most important to our consumer and how can I personalize that information getting to them. And so, you know, one key example we would like to take a look at, you know, what is Expedia look like on the mobile experience. So Expedia on the right-hand side is the traditional website. I want to show you offers on potential destinations. You can book, all of this stuff or whatever on the mobile phone, it's, hey, are you in the airport? This is where you will meet and this is your terminal, okay. That is the change of the experience. Everybody understands that this is the next big way. So Google is looking at mobile applications first of the Facebook, mobile first, desktops second. Adobe building mobile. For okay. So that is the ongoing mantra of the future of, you know, kind of our technology offering that we start thinking about how to better engage citizens and consumers. One of the things that, you know, was interesting in our engagement like when we worked on several Mobile First initiatives within the Federal Government, we also fell back on some paradise shifts. We talked a lot about Mobile First but, actually, you have to take it a step back and really talk about people first as well. Because it's really, you know, about who you're trying to serve and then the Mobile First approach means, hey, this is probably the device they going to access the contents on. So really, you know, we like to talk about the technology, but it's probably more important and probably more difficult to get through to understand your audience and your content. Those are two areas you need to think of prior to thinking about how am I going to have my experience on my platform and what platforms am I going to deliver on? And so with that, you know, it definitely takes, you know, across disciplinary team -- you know, a cross-disciplinary team. Mobile shouldn't be a initiative, it has to be part of the content, the strategy, you know, digital media. Like it should be another Avenue for to you better reach your mission to your constituents. And so you have to combine all of the organizational pieces that basically work together to make sure you

that can have the mobile center of excellence. From an approach standpoint, getting back into the technology, we should basically, you know, we talk a lot. The mobile apps, the native apps have gotten a lot of the main play. It's sexy, they're exciting, but the reality is that they have to be built on a solid foundation. Too often, you know, we get into organizations that are, you know, hey, we have to have an iPad app. The issue is that they don't have necessarily the data nor the budget to do that. So, it's very important that it's on a solid foundation. We actually say part of your mobile strategy should be in as API first platform. You need a platform that basically said, you know, hey, is my day Kahnable in a descent format for mobile. We have also focused a lot on mobile web because there are so many devices out there that you have to, you know, deal with. Mobile web, I mean, one thing we can be guaranteed of is most of the devices that are going come out will have, you know, a web browser that they can access the content. And that is the base level. You should have a mobile web. We have been focusing a lot on responsive designs, we'll talk about that. After that, provided there are specialized experiences as well as, you know, the budgets to build the native apps, obviously, the next investment and a lot of values and extremes. Okay. So, let's talk a little bit about the mobile web approach. Like I said, this seems to be an area of emphasis for us over the past year. It's interesting because in 2009, you know, predominantly all of our work within iOS development, 2010, obviously, we saw the huge growth within the Android marketplace, so we spent a lot of time building it in and recently in the past year, 2011, everybody shifted towards mobile web because there is a lot of platforms getting out there and it's difficult to maintain, you know, budget and costs, delivering the costs always in the platform. And we really stated the mobile web and design is a foundation for a mobile first strategy. We like to say the future of the web is responsive. How did that happen? How do we basically get to, you know, this sort of approach? From the beginning? We had computers. And every year, as I mentioned before, we came to expect more and more. In other words, the screen sizes got bigger&and then all of a sudden, you know, 2007, the iPhone was released and, obviously, the screens got smaller. And now they a lot -- there are a lot more form factors coming out, and we're expecting more and more in the future. So how do we deal with that? You can't plan for everything. We don't know where the web browser is going to show up. They may show up on your watch, on your exercise equipment, they show up in your automobiles. You know, another paradigm shift is when we talk about mobile first, it's not just about phones anymore. It could be your refrigerator I'm talking about and those are things we need to accommodate. We need to rethink our approach. So, how would our, how would the web be different if we had not started off and gone in this direction but, instead, started off with mobile first? And there was a natural progression increasing the size? In other words what, if I started saying hey, let me deal with the bare minimum, the most constrained view of my information first and then kind of build up my experience to deal with the larger and larger size and more powerful platforms. So, we really kind of need to think backwards. A lot of stuff I want to attribute, there are a bunch of leaders in the field, like I said. I pilfered a lot of these sliced. This is one of the guys that is basically leading the space. Luke Wroblewski. I like to mention him. He's preaching the Mobile First initiative since I got started in that. And so, his kind of view is like, you know, the problem with responsive design over the past couple of years is that traditional thinking goes like, take a full desktop site, you at media queries to the tech, the browser, the device is coming in and then you say hey, you know, how do I squash everything so that it fits into mobile? And that is traditionally how it happens, you know. We have existing websites and we want to maintain all of our contents. The difficulty is that then we're just kind of taking, you know, an existing

website and just trying to squish it down. Really, you know, the problem is this: How do you know what devices you're going to have to get it down to? There is too much diversity in devices. There is too many, you know, different variations of operating systems. Y and even on our existing devices, we have multiple web browsers. Of course, you know, more and more there are newer device, especially with the tablet market exploding. So, what we would like to say with Mobile First is it's more effective to start with basically the mobile site. In other words, for my mobile phone, what should the experience look like? We take the content and we build a mobile site and then we like to unfold it to basically say hey, using media queries, if my screen gets bigger or my device is more powerful, or my desktop browser or wide screen TV. Then go ahead and make the full desktop site experience. So the key is to start off with a mobile website with the content in there and enhance the experience such that there is more interaction and more information on the full website as it deems necessary. But, once again, I want to remind you that I am a techy, so there tends to be a lot of obsession with the technology. Again, you know, a progressive mobile strategy has is three parts. Like we said, the audience. You have to know your audience. The content. You have to know the contents of what you trying to provide. And then you can get to the technology. What are the platforms we're going serve this on? So, really, you know, at a base level, identify the needs, look at your audience and your content and kind of work one by one through each of those interactions, audience and content, to say how am I going to actually deliver it. Some things in the federal space, I think it's difficult, you know, and this is what we learned different from commercial, you know. Our audience is pretty broad. It's our citizens. So we really don't know enough. There is, you know, a lot of privacy things that the Federal Government can't do that commercial organizations like a facebook or a Twitter can glean about demographics and, you know, privacy things that we don't have access to. Okay. We have to take everything that we do know in order to deliver the appropriate content. You know. So, I mean, to some extent through our existing websites, we can take a look and we know what people are most looking for. In some cases, we may know what they interested in. If they subscribe to content and then we're really on the edges like are we allowed to ask for more? Are we allowed to use GPS. Are we allowed to use, you know, kind of device information and that is definitely an area in gray right now. But, you know, the key thing is that, you know, your mobile offerings should be immediate. It should be simple, and it has to be context aware. A little bit more about the platform strategy and I will wrap up. There is a lot of debate of do I do native or mobile web. What we're saying now is that you don't want to pick. We need to be able to handle both. -- handle both. That is why we said, you know, IPI mobile web, native apps should be your platform strategy, and I'm going to flip through the slides pretty quickly. They'll be made available, you know, make your data. Have a I think we heard this a lot with data.gov. We want to have -- and the digital strategy, we want to basically make sure that our content can be consumed by other providers. And we never know, you know, where it's going to end up. And then basically our responsive website, like I said, automatically expanding to the appropriate size. And then basically the higher level strategy. Audience, content, and then platform. I want to wrap it up. I don't want to take up too much time. I figured we should pass it off to the panel now?

Great, Ken. I have a couple of questions from the audience. They seem to be pretty, that are excellent questions as always. And thanks very much. That was a really great way to walk us kind of through, you know, what we're going through and what -- where we need to go through with Mobile First. Thank you very much. One of the questions that came in, a questioner asked whether or

not it made more since error 24 have a separate content management system or an organization is regular and mobile website.

I would argue not. A lot of the information we're going to be delivering is going to be across multiple platforms, whether it's the full desktop site or the mobile site or, you know, other devices or whenever that might be. So, to the extent that you can, you would want to maintain a single content management system, and you may have, you know, special logic in there such that, you know, hey, if I am on, I don't know, say it's an article page and, you know, what we would like to do is say hey, this is the full-length article and maybe I will do an excerpt of the article, you know, for the mobile site. It's all in the same content management system. If I go to the desktop, the full article is shown. If I go to the mobile site, I may get the extra I can click on and see more, whatever that might be such that it fits on the screen effectively. The same thing with images. Can you have multiple size images within the content management system and even in the mobile side. We're seeing this in a project that we're working on now, you know, and the reality is the iPad 3 has a higher resolution than most of our desktops, so we're actually going to higher quality images to the iPad than to desktop, rather. I would try to maintain it all within one type and -- [ Indiscernible ]

The other thing related to that, and we don't want to talk about it too much now, we talked about APIs last week and you talked about how API is the platform and that you can actually build different solutions based upon the conference API CONDITIONED FROM THAT OTHER SIDE AND I RECOMMEND FOLKS ON THE CALL TO LOOK AT THE API webinar last week and the upcoming information on the series of API. Another question, Ken, before I let you go to the panelist. Someone wondered, and we talk about kind of our audience differences. One question people, somebody asked is whether this information on how citizens or our specific audience expect interactive government searches, you know. Do we have any data about how traditional versus mobile expectations are different maybe in the government space than the commercial space.

I can't say that.

specifically hard data. Some of the things we have seen, like I said, that it's interesting. Just kind of our working, obviously, in both commercial and in the federal state. One of the things that we have found interestingly enough over the past few months has been, you know, with the mobile approaching, we have been pushing, hey, you know, on the content strategy. You have to narrow it down and get to your core audience and limit the information to just that immediacy. And so, the interesting thing along those lines is when you get to a federal agency, I mean, part of our goal is to serve the public as a whole. So, you know, whereas in a commercial organization, it's a great idea to weed out people and say like hey, they're not in my sweep, the market. Therefore, let me not worry about them. My goal is to narrow it down to this is my core audience and I'm going to deliver them to that, you know. And the, you know, public sector space, we want to be able to serve everybody. No matter how small that audience is. It makes it very difficult to kind of narrow down that content. And also in the Federal Government, we're not allowed to track as much demographic information that really, you know, commercial organizations can take advantage. And so, you know, the public sector at a, you know, the citizens. To interact, and we know that certain places, we have seen, that you know, in the UK, for instance, where they're publishing the parking data or taking advantage of that to find parking spaces or -- and that sort of thing, but, you know, we really don't have as much information as some of the commercial organizations.

So it's very difficult for us to say, hey, this is how, you know, citizens actually, you know, want to interact with us. I think those are areas where, you know, there are things that we're trying to do now, you know, mobile service and stuff like that, to try to glean into what are they expect something I think we well is have some catch up to do. One last thing, sorry, I'm rambling a little bit. Like with a.gov, they went fully responsive and part of the reason for that was because they were getting a lot of hits, you know, from mobile web browsers and they knew they had to, you know, make that offer in mobile.

Terrific. One last question. We have a bunch that came in, but I thought this is something that folks are inside. I think it will be able to kind of briefly touch on this before we get to the panel. I wanted to ask you how difficult is it to make a mobile site 50city error refer compliant? -- 508 compliant? [ Laughter ]

It's the bane of our designer's existence. So, you know, one of thing and things is that, you everyone, responsive -- you know, responsive design as great as it is, right, because I can build a single website that will serve multiple devices, you know, browser, desktops. I don't have an m-dot, everything is www. There is a huge advantage from a maintenance standpoint and that is perfect. You know, there are techniques that responders use it. If I'm coming to a mobile site, you know, hide the desktop menus. And show the mobile menus. If I am at a desktop, hide the mobile menu and show the desktop menu. Guess what? Not allowed to use that. It's 508 compliant. You know, if I turn off CSX -- CSS, then I have two menus in my centers system and the screen readers, people get confused. I have two different menus on the same website. It's actually a challenge. That is one of the things we're trying to work on is can we take some of these, you know, a lot of the design templates out there, like food strap and 320 and up, that sort of thing. A lot of people are using them for their commercial sites. We're trying to get, hey, a 508 compliant version out there in the open source community, you know, using some of the lessons we learned. That is difficult to do a 508 compliant mobile thing.

Fair enough. I think when you talk about this, I know more on this and the questions are important. The requirements will probably, I see a future webinar coming up on the very difficult issues on that. Thank you very much, Ken. I would like to turn over to our panelists once again to talk about, you know, what they have been doing. I think some of the questions that came in on the side, actually, will be interesting for them to answer and that is to let you all know, once again, we have Janice Clark in the office of can be website Management, the bureau of affairs, the Department of State, and joined by Kim Taylor at the USDA section services, the third panellivity is Jacob Parcel, a manager of mobile programs here. I want to thank you all for joining us today. I wanted to start off with a question that came from the audience and the question to that is, really had to do with the question about data. What are the changes or what are the updates you're seeing, the friends you're seeing -- the trends you're seeing in your website that make you think about mobile first? Are you seeing pushes for that from your audiences? Janice, why don't you start on that?

I don't think that necessarily that has been any kind of an impetist for us. We started out with a mobile version of what we assumed was the top content, the most interesting content or most demanded content based on web trends and our pop-up survey and search results. And then developed a very basic stripdwn m dot state.gov with just those categories. Sing then, and that is

about a year and a half ago, we got a fairly descent following there, something like 300,000 hits a month to the mobile site.

Wow, that is noon insignificant. Kim what, you have guys been finding as far as the conditioned usda conditioned conditioned in your audience, as far as trends and mobile -- .

We're in a unique position. We're about ready to begin implementation of new infrastructure and new look and feel. So, our approach is, obviously, mobile first. But I can tell you by looking at analytics that we have several different audiences. We have consumers and educators. Partners, researchers, scientists, and plenty, true to the type of audience, you see the same sort of content trying to get the access to mobile. We can tell by analytic that people are hitting the site with the mobile devices and that is just that our content is not in any way, shape, or form at the moment optimized for those devices. So, in moving forward, there is definitely a mobile web approach and I think there is going take some of our data that can be sorted, more data-like than content, if you will. Name, numbers and facility numbers and things like that that can be sorted on a desktop and/or mobile device, and I think there is room for both as well as adding maybe some native features if we need to. That we definitely see that people are coming to our site and mobile devises. We're gearing up to serve up the content to them in the form that makes since error. -- sense.

Following up on that for you first, Kim, you talk a little about kind of the first efforts of state department in terms of going mobile. When you think about mobile web and you think about apps, do you think about them differently for your agency? What are some of the different approaches you're taking to deliver in the services and this information and the content and the data to your audiences?

Did you say Kim? [ Laughter ]

Go ahead.

Yeah, I think, you know, you have to kind of approach it a little bit differently. Mobile web is mobile web, and I think there is an education process that is still the taking place among our customers and ourselves, as a matter of fact, and on what really constitutes an app. Is an app something that I can get on my iphone S. it something to get on my Android. Does that counsel as an app if it's mobile web? I, in my mind, anyway, there is a parallel approach to some of that, especially if you're going to go with a native app, and have a hybrid. I think there are kind of similar approaches. Sometimes I think when people are asking about apps, what they really mean is mobile web with the wrappers earn it so that it fits on your iphone or Droid or Windows phone to have the appropriate wrapper around it to what you shortcut it on your phone, if you will. I think they're the same and there is -- you have to take it differently, the approach.

Janice, the new digital government strategy has a big focus on mobile. And using the mobile challenge -- channel to deliver information. In fact, agencies are required to engage directly with the customers to identify at least two existing priority-facing customer services to optimize for mobile use. And all agencies are on a hook for that by August 24th to identify those. The idea is that they're going have to implement the new mobile services. You had is the state department thinking about engaging with their customers and identifying kind of what the services might be said and tell me what are some

things other agency should be thinking about as they're approaching and setting the priorities?

Well, what we did first and this precedes the digital strategy. We thought what made sense from all of the state department's products what, made the most sense for a Smartphone would be something related to overseas travel, since it's the state department, and so we went from that to figuring out what content that we issue uniquely would make sense on the Smartphone and develop the department's first official.

I joy phone app called smart traveler. -- .

Reporter:

I phone app called smart traveler. We developed it, and I will go back to the earlier question of what data helped us decide to do, we did ask our audience using the 4-c results pop-up sorry have a on state.gov what their preferred platform was and iOS by a wide margin and we're developing it for Android. For the digital strategy, we'll probably use smart traveler as one of our products. And then there is a related piece to the consular affairs folks who issue you your passports and travel warnings when you travel overseas. They have an enrollment system that is currently not mobile friendly that we are hoping that will become mobile friendly and will make kind of a back-end handshake with the Smartphone app. Our thought is that the public traveling overseas beginning -- getting into a problem, maybe they're thinking of going to another location. Let me so what is going and make sure there is no civil unrest, that kind of thing.

Great. Thanks. Jake, from what you're seeing across the different agencies that you're working with in this mobile space, what are some things that you so agencies that are doing to kind of identify what our, you know, how do they get started in doing mobile stores and how do they help set the priorities and help comply with the requirements and initial strategies?

I think there are a couple of ways that Kim and Janice just mentioned. There are the most popular ways. I know -- who makes the.

I joy call today. They actively went out and searched people and actively piloted people from IBS. I know a lot of agencies are looking at mission and that is what Kim and Janice were talking about. I think some agencies are getting more collaborative and they're actually doing idea scales and the other sort of interactive ways of engaging and coming off of the ideas. I know with our project last year, making mobile better, our project and that is a moderator and asked the people what apps they were interested in and got a good response for that. I think the agency look at that and also, some agencies, for instance, environmental protection agency had customers coming to them and asking for specifics, the apps each and that is an example of that. I have on the screen here, the mobile gov wiki. If you look at, and I will show it to you here. If you look at the wiki here, you will see this is the mobile process, how they engage with their customers and then there are also i-experiences from epa where they had some inspectors come and ask them for specific apps, a fellow requirement that the EPA has.

Great. I guess there are a lot of resources. I'm hearing that agencies that are already plugged in to listen to their customers or stakeholders are able to find and use that data that they have. Again, engage additionally it if to figure out what is why going to be of interest and what is going to be



useful -- youthful. And that is something everyone needs to be on top of and regarding this new strategy. Kim is there, anything you guys are coming terms of engaging with your customers and finding out what they're looking for?

Yes, as a matter of fact. I mean one of our big critical pieces that we provide for the public is recall relief, right? And we have a few products in recall. So, one of the things that we're approaching is, obviously, when we get ready to go live with a new site, it's at a minimum and that is the recall relief to start, although I anticipate more things to be mobile. But that is one of those items where we can lookha atthat and legitimately say we than this is of concern for our customers and it's important for them to get this information anywhere or on any devices they need. So, that is one of the main pieces we're going to focus on. Also, we put out help sheets for, you know, if you lose your power or what to do after a hurricane and you have no power and you have food in your freezer or refrigerator and those things. So, those are also in and of Tuesday something easily that we can take and usually modify for a mobile web or mobile apps, if you want to go that far, for our consumers and those would be handy items to have on the phone or those types of emergencies.

Great. Thank you. We also have some really good questions that are coming from the audience. I encourage the audience to type in any of your questions in the question box. I'm combining two questions. One of -- and they related to budget. Everyone knows that things cost money and we have lots of it. Related to that is -- and part of it is where are they coming from and a verse of that question is how are you working with your top management who may, in fact, be in the quote, unquote, dark ages to make sure this stuff is budgeted properly.

Well, this is Janice, if I can jump in. At the state department, we're fortunate that we have at the very, very top secretary Clinton who has really embraced technology. She often talks about 21st century statecraft. And so that certainly helps and that trickles down. And then the other, the other factor, as far as money, we were fortunate or are fortunate to have a contract developer who is so nimble and willing to take on just about anything, and we can generally use that same contract. We might have to add a -- [ Indiscernible ] But it's just been, you know, a mekept especially when we compare our situation with some others, some other offices and agencies. So a little bit of luck and, yes, having somebody upstairs who cares and is with it.

So, you're lucky that you don't have leadership that is in the dark ages. I am not going to put Kim on the spot saying her earlier trip is in the dark ages. What are -- that you're working on getting the resources you need within your agency? Even in a light agency like USDA and the department of State?

Kim?

One of the things that, you know, we did have to look at, obviously, as everyone knows, that money is extremely tight. And we have in place several years ago, an entire web modification or modernization plan. And so with the tighter budget, that also happens into that and we're extremely lucky and that, you know, we do have support from the top and we were able to say, you know, this is still why we need to be able to do this, and we need to be able to be agile and we need to be able to get information to our consumers. And, you know, there was a lot of justification and it's a matter of having our

plan and sticking to it. Of course, we haven't had any major upgrades in our infrastructure for a long time, so if we were going to do it, this is the time.

Got you.

I actually know some of the agencies that were in the dark age. Not agencies but managers in the agencies in the dark ages. When folks come to me and talk about mobile, one of the big questions ask side how do I get my manager or leadership to get one? What I found are a few approaches. If can you talk about how this might safe cost, a mobile -- mobile approach can safe cost, that is a winning. Another way I have seen is when folks in agencies with managers that might not be apps born to do mobile, they start to get together and start to talk about the big cases and coordinate on how the parts of the agency could be benefited by mobile I of course they in the dark ages and a couple of months later they come back and said we talk and a couple of other people are interested in might beil and we made a pitch and it worked. I think I think the tide is turning on that and there are also examples out there, if you show folks where other agencies are doing it, it's also a little, it makes our managers more comfortable to see someone else put their neck out there.

And that is a couple of approach sites.

Okay.

And we were thinking about new types of challenges. What are other types of challenges you're seeing in terms of Mobile First? To change is hard, anyway, under all circumstances. Ken, does this sound like you have had some good success and moving in different pieces forward, and what are some of the other things. Jake motioned a few things to help make the case. What are other things that you're able to either show, you know, make the case ahead of time or results that you have been able to show your management so that can you sustain interest in mobile.

Again, I would say referring to, being able to refer to steps and survey feedback, search results. We were able to show -- and just generally the success of state.gov as a traditional website. I think that we gained enough credibility so when we came up, hey, here's something we would like to try next, say they were pretty agreeable. I wish I had something a little more interesting to answer that with.

Kim what, about you?

I think something that Jake hit on and that is maybe if there is a little bit of fear around you about mobile and the whole concept. If can you find one project, you know, that will be successful and build off of that, that kind of paves the way. So, for example, when we were thinking about these sorts of things almost two years ago, then we started talking about ask Karen and making her mobile. And that seemed to be a really easy thing for me to think about in doing. And knowing that it had success with the desktop website.

Uh-huh.

And it seemed upset with our mission and with our customers and consumers. So, ask air Karen on the go, if you're at the counter or barbecue grill, this is making sense to ask food safety questions when you're standing there instead of running in the house to get on your computer. I think that in and of

itself, if can you find some, some project that is small enough, maybe, not too daunting, that -- with the successes and build off of that and I think that helps to kind of pave the way.

Terrific. Another question that came in from the audience is considering that your resources are not expanding, and we're looking at more is messless and priorities, the question is do you think it's best to focus on APIs to allow the greater developer community outside of our agencies to create mobile web and mobile apps or do you rather do it internally?

I think, had Lakshmi had been on the call today, she would have had a comment. One of the things that is making cancer.gov mobile, was they had their content ready next to nil and they were able to use a data approach. They looking at APIs, which she could talk a lot about further, but I know o piece -- it's what a lot of agencies are looking at. I don't have detail about how to approach that and I know can go to challenge.gov as a solution. The appsar success envelope this -- apps are successful in this regard and I think it's a way a lot of agencies are looking at it and if ask you that and more will have success in that.

Any other thoughts on APIs and moving forward and letting external people develop for your customers?

This is Janice. We have started to think about that and how we can shoehorn any of our content or data into that kind of thing. That is our challenge, firing out which of our content would be appropriate.

And that is right. And another question, one of the things we're thinking about in terms of mobile first is the visual requires a mobile first response moving forward. But we also have a lot of legacy systems as well and so, you know, on doeither of you, any have any recommendations on how to set some priorities on your website? I mean the state department has huge web properties, USDA has big and lots of legacy content on their website. Part of it, of course, is fake the small approaches. Are there other things, though, that we're looking at and how do we move more of our content into mobile space. Any suggestions year techniques or questions that you all are having to approach that?

I guess, yeah. Sort of what we said earlier that you figure out in whatever way you like, whether it's by your stats and survey feedback or other data, what are the kind of obvious parts that make the most sense is to to start with and the state department, as is the case with many federal agencies, the site is so, so full and so, so deep. Crow decided if we could make it the experience user centric, so they could leverage third party credentialing, set up their own profile and pull the content in through what we call my state department, that is how we're doing it, that is something we have been tinkerring with. It's live now but we're still building our customer base. And that seems to, seems to be popular. I am not sure if that answers your question.

That is interesting, too. I know that, you know, some people are talking about making their entire website available in a mobile fashion. Other people are looking at smaller chunks. What I'm hearing is that there is a combination of the different pieces and what the different agencies are working on here. And are you guys thinking at all about the new technologies that -- and adopting them or are they on your technology road map. I'm talking about design, a

channel 5, CSS. Where are you thinking about that and working with your I.T. resources on the future implementations?

Absolutely. That is one of the things that, and I said we're, FSIS is in a unique of a position for once and in the -- when the digital talstrategy came out, we're ready to go so we don't have to go back and retro anything. But in discussions and thinking about terms of the website and functions and business requirements and back in stuff and one of the things we're discussing internally it is, you know, HTML 5, XML and all the other things go thago with that and how do we utilize those to the best of our abilities. And still be able to get the content out in a way that doesn't -- here are people on a browser and doesn't support HP 5 and have to upgrade and there is a bit of a business culture change there and as it goes into technology, that is always the way. You have a browser that is in one day and the next day, Heidi Klun says it's out and there is a little bit of that and you're definitely looking at HTML 5 and XML and a combination of those things to make sure we can be pretty nimble on the back end when it comes to glyph delivery.

-- to delivery.

With the agencies I'm talking to, white-hot is also the response design and I'm hearing the feedback agencies with a lot of documents saying on their website that there is a, say, a, an issue with making that responsive. I'm also hearing a lot about how can we use GPS to talk about services and the office locations. I think as Kim said, the best approach right now is looking at the data and look at the different options around the data, whether it's HTML 5, XML, API and looking at approaches like that. As we mentioned earlier, are there per-party options using the data or the other content, API and that is not necessarily always mobilized but in many cases it S. and there issma ways of kind of letting go of this sort of product mentality with your data. And just putting -- with your data and butting it out there and what others can do -- and putting it out there and what others can do.

For the folks on the phone, too, we're talking about the responsive design and APIs. I want to reference it back to the prior archives on webinars.

done on those topics. To take a deeper dive into that. Another question from the audience was, and this is a good one, too. You know, you have a chance to do it all over again, what would be some things that you would do differently, kind of look at -- you're both early adopters in terms of mobile space andchtering early. If you were going to -- entering early. If you were going to do it again, Janice, we'll start with you you, what would youco differently in terms of the State Department's look at mobile if you had to start all over again?

Gosh. I can't think of a thing we really sort; like I said earlier, stumbled into a pretty good situation. We adopted a CMS some years ago, and that made it easier. We published once on the full site and it magically appears on the full site. The smart traveler APP and my state department, so going back to what Ken said earlier, someone asked should you have separate systems? No.

Yeah, it's interesting, too, though. You had some good preparations by actually already having that kind of management system where you're separating the content from the presentation layer.

Right.

And that puts you in a really good position to take advantage of it. And I think there is a lot of agencies we know from the federal state of the web report, there is some agencies not using content management systems and there is also some agencies with implementations of the content management system that don't allow them that level of flexibility that state has. And so, that is, you know, good luck and good decision, good forward looking, whether you intended it from mobile or not is paying off. Kim what, about you all? Would you do something differently. What would you do different? If you had a chance to do it again?

Well, I guess as far as caring goes, I would have started negotiating with the Apple store two years ago. No, just kidding. That is obviously something that is, as you're putting out mobile things you learn. And so I guess expectations, what to expect and now I have a better idea of what to expect when you put things forward for Apple 4, Android is much easier than the other platforms. But, I think expectations internal and external, marketing that really needs to be consistent. If nothing else. And as far as our approach with the new website, there is a lot of things yet to be written. And I have the ability to get some great resources and input from other federal agencies who have gone before us. So, will have to come back and answer that another time, maybe.

Terrific. And as we're wrapping up, I wanted to ask you all is there anything that is coming down the pike that you would like to preview or related to that, anything that you would, anything you that would like to be seeing from other agencies in terms of collaboration?

I have some. They said the website is a Poncive design.

And that FSA is?

Federal student aid and that is one of the agencies, there was some, I would say, education needed there for people kind of gettings on board with Mobile, but they have actually met, gone ahead of their deadline, all of the purpose of it in their leadership. I would suggest that you look at that example as a mobile gov blog, just blog about that and tonight they having a live town hall on Twitter to talk about the implementation and suggested agencies take a look at that example.

And I know a lot of FEMA.gov brought out a responsive design and they made a transition into a new content management system. With an open source and they actually are looking at the response dines -- designs. Well is their is some of the white-hot trends continue took the mobile first responsive design and we're seeing some apps being built out there and being will proved as well and we're happy about that. Any other last pieces of advice that the panel has passed for other agencies out there and what they should be thinking about in terms of mobile first?

Interyour content lin -- enter your content line and serve it out multiple device. I think sometimes we get monolithic and thinking we have to put a piece of content in. Ken touched on this earlier and then go back and set up a mobile N. terms of CMS, if you have a ability to set up your templates, you have desktop vow and mobile view to give an executive sum onary of something that is not necessarily mobile friendly, that would be the time to consider it. But, I still think that in the big picture, even if it's cat oriented, one thing we know is content is still king. So, mobile nor not.

Very good. That is the other thing that semfa sized in this strategy and it's focusing in a lot of ways on mobile and that is smokeus -- fixing on delivering the content again. Once again, any time, anywhere and in any device and a secure fashion. I want to thank our panelist today, Kim Taylor from USDA, Janice Clark from the Department of State and Jacob parcel from GSA and Ken Fang from Mobomo doing a great job setting up this concept around Mobile First. I hope you all take good lessons from this. This information will be posted on howto.gov. You want to finish the details?

Yes. Thank you so much, everyone. Again, thank you for attending our webinar today. As Gwynne mentioned, all of our information, the slides, the transcript, and the webinar video will be available tomorrow on [howto.gov/trainingondemand](http://howto.gov/trainingondemand) and we'll have all of that upload for you guys tomorrow. Also, please feel free to complete our end-of-course evaluation. I will put that in your tab box and tell us what kind of training you want to see for next year. I have also posted our training needs assessment. Again, thank you so everywhere and you guys have a wonderful day. [event concluded]] event concluded] [event concluded ]